

1. A communications processing system for automating communication between a sender and one or more recipients comprising:

(a) at least one sender terminal for receiving and displaying information;

(b) at least one recipient terminal for receiving and displaying information;

(c) a communications network through which said at least one sender terminal may communicate with at least one recipient terminal; and

(d) a communications scheduling engine, said communications scheduling engine automatically generating communications between said sender and said recipient on a sender specified schedule;

(e) wherein said communications scheduling engine is configurable to selectively permit or deny the generation of communications by said sender to at least one of said one or more recipients.

2. The communications processing system of claim 1 wherein said selective permission or denial of communications to said at least one of said one or more recipients is determined by the relationship between said at least one recipient and said sender.

3. The communications processing system of claim 1 wherein said communications network is the internet.
4. The communications processing system of claim 1 wherein said communications network is a private network.
5. The communications processing system of claim 1 wherein said communications generated by said communications scheduling engine are electronic mails.
6. The communications processing system of claim 5 wherein said communications generated by said communications scheduling engine further comprise at least one attachment.
7. The communications processing system of claim 6 wherein said at least one attachment is based upon a template stored within said communications processing system.
8. The communications processing system of claim 5 wherein a plurality of communications are generated by said communications scheduling engine and said communications are transmitted by said communications scheduling

engine on a scheduled basis dependent upon the number of days elapsed from a particular event.

9. The communications processing system of claim 1 wherein at least one of the characteristics of a user interface located on said seller terminal is determined by the identity of the seller.

10. A sales prospect management system for maintaining interaction between a seller and at least one prospect, said sales prospect management system comprising:

a seller subsystem, said seller subsystem further comprising at least one communications terminal for interacting with at least one database;

a communications network through which said seller subsystem communicates with said at least one prospect;

wherein said seller subsystem issues commands causing the generation of electronic mail including data from said at least one database and wherein said electronic mail is transmitted to said at least one prospect on a schedule specified through said seller subsystem.

11. The sales prospect management system of claim 10 wherein said at least one database comprises a content database containing data describing homes for sale.

12. The sales prospect management system of claim 11 wherein said content database further contains images of said homes for sale.

13. The sales prospect management system of claim 10 wherein said at least one database comprises a template database containing templates which control the format of said electronic mail.

14. The sales prospect management system of claim 10 wherein a specific subset of said at least one prospect is selected to receive said electronic mail based upon criteria associated with each of said at least one prospects.

15. A method for managing a sales process so as to provide periodic communication between a seller and a plurality of prospects, said method comprising the steps of:

(a) providing content associated with at least one offering;

(b) providing a list of said plurality of prospects, said list including an email address associated with each of said prospects;

(c) providing a schedule specifying the timing of emails to be transmitted in connection with said at least one offering; and

(d) transmitting said emails containing said content to one or more of said prospects according to said schedule and according to a selection criteria applied to determine the prospects to receive said emails.

16. The method of claim 15 wherein said schedule calls for a plurality of email transmissions each based upon a specific elapsed time since an initial event.

17. The method of claim 15 wherein said content is formatted in said emails according to at least one stored template.

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